

ZOÉ GANCH

Dynamic and innovative designer and creative with architectural training and a passion for sustainability and healthier design thinking, seeking to apply experiential design leadership to a creative and collaborative work environment. Keen eye for cutting edge design and strong conceptual thinker, grasping complex issues and implementing creative and efficient solutions to captivate an audience. Tri-lingual in English, French, and Spanish.

EDUCATION

Bachelor of Architecture, Minor in French
Louisiana State University
Certificate, Healthier Materials and Sustainable Buildings
The New School | Parsons School of Design
AIAS - Director of Programming
LSU College Council - Director of Programming

CREATIVE TOOLBOX

Adobe | InDesign, Photoshop, Illustrator
3D Modeling | Sketchup
Microsoft Office | Word, Excel, Powerpoint, Publisher
Hand-drafting | Sketching, Collage, Painting
Product-making | Welding, Wood-working, Metal lathe
3D Fabrication

ACHIEVEMENTS

2020 Event Marketer Ex Award Winner
Under Armour Human Performance Summit
2019 Event Marketer Design & Technology Award Winner
#TwitterHouse SXSW
2019 Event Marketer Design & Technology Award Winner
Under Armour Rush Lab
ETCH | Incubator Business of the Year 2015
2nd Place - *Venture Challenge Start-Up Competition 2014*

BEEP ME

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EXPERIENCE

Giant Spoon, New York, NY,

Senior Experiential Designer | March 2019 - August 2020

- Design lead for the New York Giant Spoon experiential team creatively leading events up to \$3m in budget and managing junior & mid-level design staff
 - Spearheaded the Giant Spoon sustainability initiative with research, analytics, and partnership strategy for a more sustainable future in the industry
 - Initiated and launched the GS experiential internship program across coasts
- Clients include: Under Armour, HBO*

NA Collective, New York, NY,

Experiential Art Director | February 2018 - March 2019

- Led creative conceiving, proposal presentations, and design execution for experiential new business pitches and projects
 - Pushed creative boundaries for brands and negotiated with fabrication, print, and material vendors to achieve budget and design goals
 - Kickstarted a tri-yearly internship program for design mentorship and future employee pipeline development
- Clients include: Facebook, Twitter, Jaybird, CitizenM, Instagram*

MKG Creative Agency, New York, NY,

Design Studio Manager and Project Designer | August 2016 - Current

Freelance Designer | August 2015 to February 2016

- Designed, managed, and executed experiential activations
 - Internship program management including recruitment and interviewing
 - Managed internal design resources and developed cross-departmental processes and systems
- Clients include: Tiffany & Co, New Balance, Target, Elizabeth Arden, Food Network, Absolut, Delta Air Lines, PepsiCo*

Wonderland Events Ltd, New York, NY

Freelance Lead Creative | February 2016 - August 2016

- Led the creative team on project proposals
 - Developed the scenic and environmental design for creative brand activations
- Clients Include: Heineken, Mouton Cadet, Smirnoff, Bloglovin', H&M*

ETCH Studio L.L.P.

Co-Founder and Creative Director | December 2013 - January 2017

- E-commerce laser cut accessory brand focusing on clean-cut, geometric designs utilizing wood and leather
- Designed seasonal lines of jewelry, home goods, packaging, and branding
- Developed social media and e-mail outreach campaigns
- Conducted supplier evaluation and selection
- Led creative direction & production for videos, lookbooks, visuals and display